Partnership Day Spring 2010

Department of the Army Contingency Operations Menu

Joint Culinary Center of Excellence
ACES Operations Directorate
Concepts, Systems, and Policy Division

Agenda

- The Bigger Picture
- History
- The CONOPS Menu
- Goals
- Categories of items
- E95 numbers
- Perspective on changes
- How changes are made
- Exceptions to FSMB process
- Recap of major players
- Future actions

References

- Army Regulation 30-22
- Department of Army Pamphlet 30-22

www.apd.army.mil

- Doing Business with the Army Food Program

http://www.quartermaster.army.mil/jccoe/publications/sop/Doing_Business_Army_Food_ProgramDec2007.pdf.quartermaster.army.mil/jccoe

- DA CONOPS Menu dated 21 Sep 09
- DA CONOPS Source Verified List dated 21 Sep 09

Organizational Structure

DIRECTOR
JOINT CULINARY CENTER OF EXCELLENCE
(JCCoE)

- ADMIN COORD
- XO, SGM & AFA

G4 FUNDED

- ACES OPERATIONS DIRECTORATE
  - CSPD
  - FED
  - RC / NG
  - QUAD
  - MAD

TRADOC FUNDED

- JOINT CULINARY TRAINING DIRECTORATE
  - Culinary Skills
  - Advanced Division
  - Basic Division

- SPECIAL PROGRAMS DIRECTORATE

*USACAT and P.A. Connelly Award

Legend:

CSPD - Concepts, Systems and Policy Division
FED - Facility and Engineer Division
QUAD - Quality Assurance Division
MAD - Management Assistance Division
RC/NG - Reserve and National Guard Division

The Bigger Picture

Concepts Systems & Policy Division (CSPD)

- Policy and Doctrine Publications
- Automated Food Management Systems
- Concepts and Marketing
- Prime Vendor Program
- Food Service Contracting Support and Training
- Worldwide Food Program and AOR Support

The DA CONOPS Menu- History

CONOPS Feeding Plan Timeline
(Condition Based)

Standard	Expeditionary < 6 Months					Temporary < 24 Months	
						Military	LOGCAP
Ration Cycle	M-M-M	U-M-M	U-M-U w/one UGR (A) meal every third day	U-M-U	U-M-U	U-M-U	21 Day CONOPS Menu
Theater Ration Mix	MRE 100%	UGR (H&S) 34%	UGR (H&S) 56%	UGR (H&S) 34%	UGR (H&S) 10%	UGR (H&S) 05%	Force Provider, LOGCAP or Direct Contract 90 % Supported by SPV Platform
			MRE 33%	MRE 33%	MRE 20%	MRE 15%	
		MRE 66%	UGR (A) 11%	UGR (A) 33%	UGR (A)+ 70%	UGR (A)+ 80%	10% Combination of MRE's, UGR's Condition based
Facilities		MKT, KCLFF, CK, Tents, Refers			MKT, CK, Unit Tents, Force Provider, Refers		Force Provider LOGCAP & SPV
Deployment Days D+	1-20 days	21-30	31-60	61-90	91-180	181 Days to 24 Months	

Notes:
1. Ration Legend: MRE-M, UGR (H&S) or UGR (A) – U, UGR (A) with Short Order Supplemental Menus – UGR (A)+
2. Units deploying into developed areas may move directly into the temporary standard depending upon their mission and the theater logistical capabilities at that location.

The 28-Day CONOPS Menu- Current Menu

DAY 1	DAY 2	DAY 3	DAY 4
BREAKFAST	**BREAKFAST**	**BREAKFAST**	**BREAKFAST**
BAKED BACON	BAKED BACON	BAKED BACON	BAKED BACON
CREAMED BEEF & BISCUITS	CREAMED BEEF & BISCUITS	CREAMED BEEF & BISCUITS	CREAMED BEEF & BISCUITS
PORK SAUSAGE LINKS	PORK SAUSAGE PATTIES		PORK SAUSAGE PATTIES
GRILLED HAM SLICES		TURKEY BACON	
TURKEY SAUSAGE LINKS	CHICKEN SAUSAGE PATTIES	GRILLED BREAKFAST STEAK	SPLIT SMOKED BREAKFAST SAUSAGE
BREAKFAST BURRITO (3 Types)	ASST. OMELETS	BREAKFAST BURRITO (3 Types)	TURKEY, EGG & CHEESE BRKFAST WRAP
ASST. OMELETS	ASST. EGGS	ASST. OMELETS	ASST. OMELETS
ASST. EGGS	HARD BOILED EGGS	ASST. EGGS	ASST. EGGS
HARD BOILED EGGS	POTATO PANCAKE	HARD BOILED EGGS	HARD BOILED EGGS
HASH BROWNS	HASH BROWNS	HASH BROWNS	HASH BROWNS
GRITS/OATMEAL	GRITS/OATMEAL	GRITS/OATMEAL	GRITS/OATMEAL
FRENCH TOAST/FRENCH TOAST STICKS/PANCAKES	FRENCH TOAST/FRENCH TOAST STICKS/WAFFLES	FRENCH TOAST/FRENCH TOAST STICKS/PANCAKES	FRENCH TOAST/FRENCH TOAST STICKS/WAFFLES
SYRUP	SYRUP	SYRUP	SYRUP
MARGARINE	MARGARINE	MARGARINE	MARGARINE
ASST. BREADS/TOAST/BISCUIT/BAGELS	ASST. BREADS/TOAST/BISCUIT/BAGELS	ASST. BREADS/TOAST/BISCUIT/BAGELS	ASST. BREADS/TOAST/BISCUIT/BAGELS
ASST. BREAKFAST PASTRY	ASST. BREAKFAST PASTRY	ASST. BREAKFAST PASTRY	ASST. BREAKFAST PASTRY
PEANUT BUTTER/JELLY	PEANUT BUTTER/JELLY	PEANUT BUTTER/JELLY	PEANUT BUTTER/JELLY
ASST. CEREAL	ASST. CEREAL	ASST. CEREAL	ASST. CEREAL
ASST. FRUIT (FRESH/CANNED)	ASST. FRUIT (FRESH/CANNED)	ASST. FRUIT (FRESH/CANNED)	ASST. FRUIT (FRESH/CANNED)
ASST. YOGURT	ASST. YOGURT	ASST. YOGURT	ASST. YOGURT
ASST. JUICE	ASST. JUICE	ASST. JUICE	ASST. JUICE
COFFEE/TEA/COCOA/MILK	COFFEE/TEA/COCOA/MILK	COFFEE/TEA/COCOA/MILK	COFFEE/TEA/COCOA/MILK
SALSA/JALAPENOS/COND.	SALSA/JALAPENOS/COND.	SALSA/JALAPENOS/COND.	SALSA/JALAPENOS/COND.
DANISH	MUFFIN	CINNAMON ROLL	DANISH
COFFEE CAKE	COFFEE CAKE	COFFEE CAKE	COFFEE CAKE
DOUGHNUTS	DOUGHNUTS	DOUGHNUTS	DOUGHNUTS
SHORT ORDER L/D	**SHORT ORDER L/D**	**SHORT ORDER L/D**	**SHORT ORDER L/D**
HAMBURGERS	HAMBURGERS	HAMBURGERS	HAMBURGERS
CHEESEBURGERS	CHEESEBURGERS	CHEESEBURGERS	CHEESEBURGERS
FRANKFURTERS	FRANKFURTERS	FRANKFURTERS	FRANKFURTERS
BBQ BEEF POCKET SAND	CHILI CON CARNE	FISH SANDWICH	CHILI CON CARNE
GRILLED CHEESE	GRILLED CHEESE	GRILLED CHEESE	GRILLED CHEESE
FRENCH FRIES	FRENCH FRIES	FRENCH FRIES	FRENCH FRIES
ONION RINGS	ONION RINGS	ONION RINGS	ONION RINGS
PORK N BEANS	PORK N BEANS	PORK N BEANS	PORK N BEANS
CHIPS	CHIPS	CHIPS	CHIPS
CONDIMENTS	CONDIMENTS	CONDIMENTS	CONDIMENTS
POTATO BAR	POTATO BAR	POTATO BAR	POTATO BAR
PIZZA BAR	GYROS (CHICKEN & BEEF/LAMB)	PIZZA BAR	CARNE ASADA
COLD CUT SANDWICHES	COLD CUT SANDWICHES	COLD CUT SANDWICHES	COLD CUT SANDWICHES
RAVIOLI	TZATZIKI (GYRO SAUCE)	LUMPIA	
TUNA SALAD SANDWICHES	TUNA SALAD SANDWICHES	TUNA SALAD SANDWICHES	TUNA SALAD SANDWICHES
CHICKEN TENDERS BRD	EGG ROLLS	CORN DOGS	EGG ROLLS

The DA CONOPS Menu- Goals

- Stability
- Consistency
- Adequacy
- Tailorable
- Responsiveness
- Healthy dining options
- Minimize costs
- Minimize waste

BALANCE!

Four categories of products

1. Open source by LSN
2. Source specified by NAPA
3. Source specified by E-95 number
4. Source specified as primary and secondary (rare)

A Word on E95's

- Ideal method, but…
- Given by DSCP, not JCCoE
- Must match item description and pack size EXACTLY
- Does not guarantee business
- Works both ways

Perspective on Changes

- Good changes are no changes
- Good changes are Soldier initiated and ARCENT FSMB approved
- Good changes do not increase number of line items on the catalog (E-95 or replace)
- Good changes save the Army money
- Good changes are truly unique
- Good changes do not rely on only one of the above criterion

How changes are made- Foundation

- JCCoE is proponent for CONOPS menu and catalog
- Originally developed in-house
- JCCoE has chosen to make changes based up ARCENT FSMB decisions
  - ARCENT Food Advisor serves as FPM
  - JCCoE and ARCENT determine what is shown to the board
  - Each theater has a vote
  - Dietician has a vote
  - Non-voting members

How changes are made- Process

CONOPS Subsistence Prime Vendor Catalog Addition Process Flow

(The Candy Bar Story)

-AOR Food Service Management Board (FSMB) requests that an individual candy bar be added to their prime vendor catalog for Soldier consumption (ARCENT Food Advisor is chair for FSMB)

-ARCENT Food Advisor passes the requirement for the candy bar to Chief, CSPD for action (C, CSPD has CONOPS catalog oversight)

Process:

1. JCCoE has oversight of the 28-day CONOPS menu and works in conjunction with ARCENT Food Advisor and FSMB to evaluate and select the appropriate candy bars
2. Chief, CSPD will contact DSCP Subsistence Division, the Prime Vendor, and/or product representatives to request literature, specifications, and samples

How changes are made- Process

3. JCCoE evaluates candy bars to ensure they meet customer needs and Army menu/quality standards and buying recommendations

4. Based on JCCoE evaluation, candy bars evaluated and recommendations will be provided to the ARCENT food advisor

5. JCCoE will request the vendors to send samples through the servicing prime vendor to the ARCENT food advisor for evaluation at the ARCENT FSMB

6. ARCENT food advisor will direct the blind cutting of candy bars at the next FSMB in accordance with AR 30-22 para 3-18 and the procedures contained in DA Pam 30-22, para 3-12

7. ARCENT FSMB will rank order the candy bars based upon the results of the blind cutting to select a primary bar for addition to catalog and substitutes in order of preference

How changes are made- Process

8. ARCENT FSMB may be asked to decide on what item is coming off to add new

9. Chief, CSPD will send AOR selected candy bar to DSCP for a fair and reasonable price determination

9. DSCP will complete their analysis of fair and reasonable pricing and advise if the candy bar meets their criteria for a fair and reasonable price standards

10. If the candy bar meets fair and reasonable price standards, DSCP direct the SPV to add the candy bar to the AOR SPV catalog

11. AOR customers order the candy bar

How changes are made- Example

Product Selection Determination Graphic

Requirements Stated (candy bar)

ARCENT sends requirement to Chief, CSPD

Manufacturers contacted

Product information and samples requested from company representatives

ACES review of products

Products evaluated and screened

How changes are made- Example

Product Selection Determination Graphic (Cont'd)

Products provided to ARCENT Food Advisor

AOR FSMB conducts blind cuttings and rank determines the primary and alternate candy bar for addition to catalog

AOR FSMB Rank #1

AOR FSMB Rank #2

Chief, CSPD will send primary candy bar to DSCP for fair and reasonable price determination

After DSCP pricing approval, SPV will catalog primary candy bar selection

How changes are made- Example

Product Selection Determination Graphic (Cont'd)

Why not add them both?

Two lines on the catalog

What about E95 option?

Not the same product

But suppose...

Exceptions to FSMB process

- Local theater customer request (not SPV!)

- JCCoE executive decision in extenuating circumstances

  -FSMB veto

  -FSMB by-pass (will coordinate with ARCENT):

Recap of the 4 Key Players

1. ARCENT FSMB-

    a. Identifies need

    b. Makes final product decision by vote

2. ARCENT Food Advisor-

    a. Relays need to JCCoE

    b. Determines what the FSMB sees in conjunction with JCCoE

3. JCCoE-

    a. Determines what the FSMB sees in conjunction with ARCENT Food Advisor

    b. Identifies potential sources to fit identified needs

    c. Relays final FSMB decisions to DSCP in official memo on menu and requirements

4. DSCP-

    a. Conducts Fair and Reasonable Price Determination

    b. Directs SPVs to provide products identified by JCCoE

Future Actions

- Reducing number of line items pending draw down in Iraq {to include new items}
- Build up in Afghanistan
- Healthier dining options as demand dictates
- Better use of FSMB to manage catalog
- Two or more sources when possible (E95) for new items

QUESTIONS?